



PUTTING PARENTING FIRST



# Why.



## EXCELLENT, DEVELOPMENTALLY INFORMED PARENTING for our children



# Why parenting





# What.



- **COMMITMENT** by the child welfare system to fully support excellent parenting by putting the needs of the child first
- **MORE** families who are willing and able to be excellent parents to children in our system

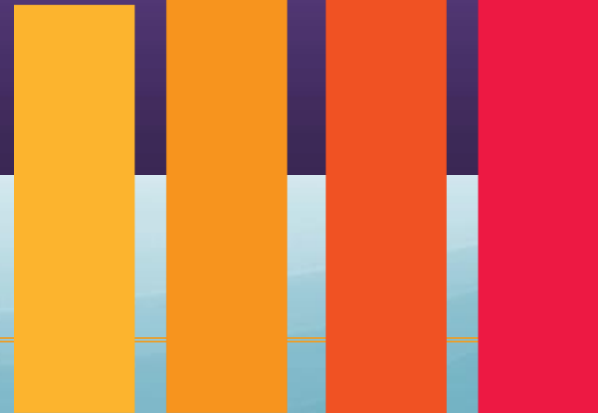
# How.



- **RECOGNIZE** that caregivers and social workers are professional partners
- **LISTEN** to those who do the work
- **RESPOND**



- **APPLY research to practice**
  - **Developmentally informed care**
  - **Training**
  - **Tools**





# THE BRAND

# Brand

- **a new reality**

Not just a logo or a catchy tagline, but a new experience

- **a communication tool**

The brand is how we communicate both internally and externally

- **a promise**

To children and families, current and future caregivers, other participants in the child welfare system and the community.



# THE BRAND

# How



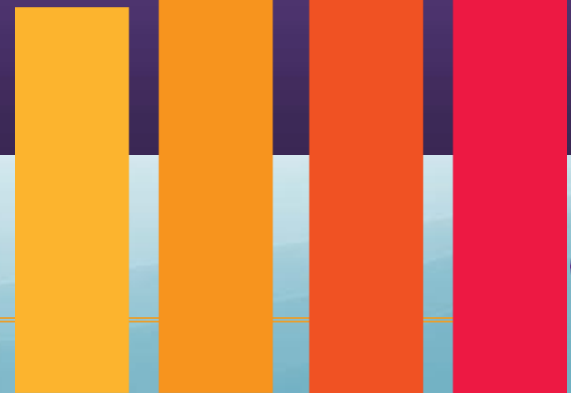
- **COMMITMENT** by the child welfare system to fully support excellent parenting by putting the needs of the child first



# How?



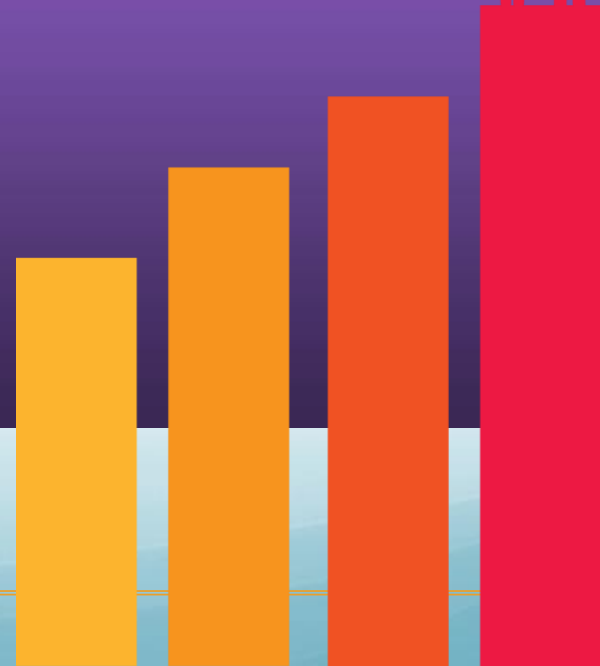
- **SET** clear expectations
- **COMMUNICATE** the expectations
- **ALIGN** system around those expectations



# How.?



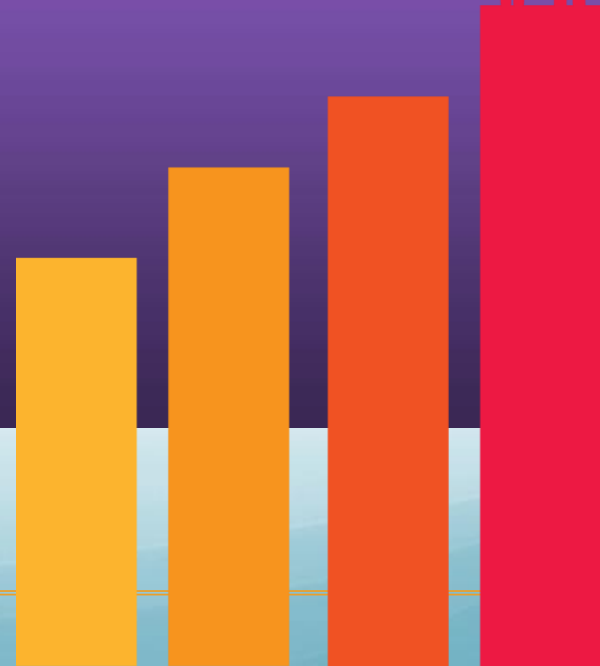
- **SET clear expectations**
  - **What is great partnership parenting ?**
  - **How do we know?**



# How.

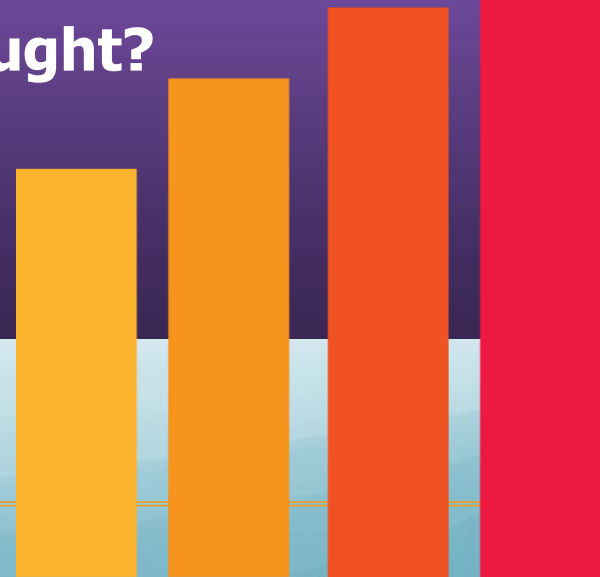


- **COMMUNICATE the expectations**
  - Developing the “Brand Statement”



# How.

- **ALIGN system around those expectations**
  - Does practice/policy support this?
  - Which practices can be changed now?
  - Which need further thought?





# results.

- **More quality families**
- **More effective birth teams**
- **Better decision making**
- **Changed policies**
- **Higher skill levels**
- **Better team work**
- **Long term relationships for children**

## Improved Parenting for Children



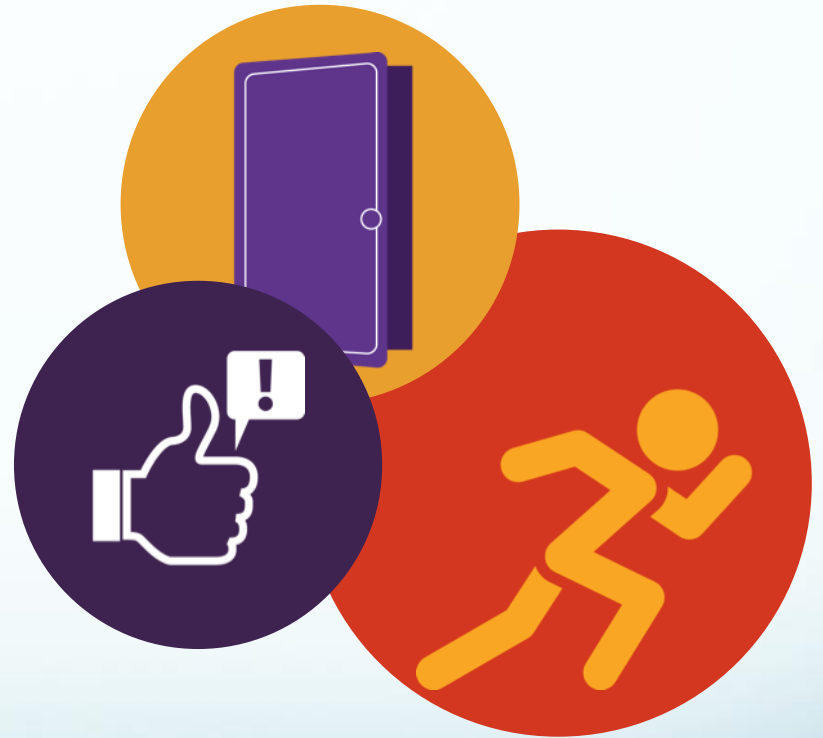
# Long Term Commitment

- Priority to Parenting
- Involving caregivers in decision making at all levels and making them part of the team
- Continuous improvement through QPI committee, et al
- Marketing, recruiting, selecting, educating and retaining for excellence
- Incorporation of developmental research
- Participation in the QPI network



# Next Steps

- **Local meetings**
- **Implementation**





# History

- Eight Years
- 50 sites
  - States: FL, CA, NV
  - Counties: IL, WI, PA, OH
  - Private Agencies: TX, IL



# results.

- **More quality families**
- **More effective birth parent/foster parent/case manager teams**
- **Better decision making**
- **Changed policies**
- **Higher skill levels**
- **Better team work**

## Improved Parenting for Children